Effectiveness of AlzU.org on Alzheimer’s disease prevention clinical trial recruitment, registry enrollment, and advocacy

R.S. Isaacson¹, G. LaBelle¹, C. Gaglio¹, C. Shih¹, J. Shum¹, E. Caesar¹, C. Haddox², M. Lugavere¹, B. Ly¹, M. McInnis¹

¹Weill Cornell Medicine, USA, ²Mayo Clinic, USA

Background

- Alzheimer’s Universe, [www.AlzU.org](http://www.AlzU.org), is an online educational tool created for Alzheimer’s disease patients, family members, caregivers, and healthcare providers.
- AlzU.org offers an evidence-based online course consisting of interactive lessons and activities that are available in English (Spanish content coming soon) and have been viewed in 36 countries worldwide.
- AlzU provides an efficient mechanism of educating the public about AD as well as ongoing AD clinical trials and has previously been shown to increase willingness to participate in an AD prevention trial (Isaacson et al. J Prev Alz, 2014).
- Strategies such as these that reduce enrollment barriers could help to expedite clinical trial recruitment, ultimately accelerating research advances.

Methods

Subjects

- Men and women ≥ 25 were recruited from Facebook.com, multiple media sources, and a variety of other partner sites, and subsequently completed AlzU.org by web or mobile device.

AlzU Course

- The AlzU course consisted of 5 interactive lessons, each 6-16 min (64 min total) and 12 optional activities, Fig. 1a.
- Each lesson created was evidence-based and independently peer-reviewed by a multi-disciplinary team of AD healthcare providers.
- Detailed questionnaires were collected at the following timepoints:
  1. Baseline
  2. Within 14 days post-course completion
  3. 3 months post-course completion

AlzU.org has shown significant changes in Knowledge -> Beliefs -> Intentions -> Behaviors?

Primary outcomes:

- n=3810 participants were recruited
- 729 of the 3810 met inclusion criteria for the A4 study
- 31 self-reported screening for the A4 study
- 10 reported enrolling
- Of total A4-eligible participants, 4.3% were screened, and 1.4% were enrolled

Secondary outcomes:

- Of the 729 A4-eligible participants, 50.0% joined endalznow.org
- 36.6% joined brainhealthregistry.org
- 47.2% joined Us Against Alzheimer’s email list

Primary

- Number and rate of AlzU course completers eligible for A4 who later screened for, and/or enrolled, in the study

Secondary

- Number of AlzU users who joined an Alzheimer’s clinical trial registry (endalznow.org, brainhealthregistry.org) and/or advocacy initiative (Us Against Alzheimer’s)

Conclusion

- AlzU has helped to contribute a small yet impactful number of subjects into AD prevention clinical trials
- Of A4-eligible participants, AlzU course completion resulted in A4 screening and enrollment rates of 4.3% and 1.4%, respectively
- These data suggests that in addition to willingness to participate in clinical trials, behavioral changes are also possible via AlzU course participation.